

## **ABSTRACT**

The Diploma thesis deals with the possible strategies that non-profit organizations can use for the establishment of a social enterprise. These strategies were designed on various relationship models non-profit and social enterprise can have. These models are different in the extent to which social enterprises and non-profit organizations share social and economic activities. These models and also possible motivations of non-profit organizations, which lead to the establishment of a social enterprise are described in the theoretical section. In the practical part, these models are applied to the decision-making process of non-profit organization Life 90, z. ú., which is planning to establish a social enterprise. is evaluated considering its pros and cons from the point of view of non-profit organisations.. These findings and each model and its applicability for Czech non-profit organizations were evaluated as a result of my thesis.

## **KEY WORDS**

Social entrepreneurship, non-profit organizations, NGOs, commercialization, hybridization, case study, EMES International Research Network